

## ASSIGNMENT 5

Textbook Assignment: "Media Relations" and "Community Relations and Special Events," pages 4-11 through 5-17.

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- 5-1. LCDR Excelsis is scheduled for an interview at a local television studio. Which of the following uniforms should she wear during the interview?
1. Full dress white
  2. Summer khaki
  3. Winter blue alpha
  4. Service dress blue
- 5-2. LCDR Excelsis's television interview site has been changed to her office space aboard ship. In this case, which of the following uniforms is considered appropriate?
1. Winter blue bravo
  2. Full dress white
  3. Winter working blue bravo
  4. Uniform of the day
- 5-3. When, if ever, should an interviewee maintain eye contact with the camera?
1. When the station uses the remote interview format
  2. When the interviewee is uncomfortable with the reporter
  3. When the station uses the ambush interview format
  4. Never
- 5-4. During a live television interview, the interviewer sets up a question by using grossly incorrect data about your command. What should the interviewee do?
1. Demand an immediate retraction
  2. Tactfully correct the interviewer
  3. Politely ask the interviewer to reveal the source of the data
  4. Politely ask the interviewer to go to the next question
- 5-5. Which of the following actions should you avoid during a television interview?
1. Engaging in foot tapping or finger drumming
  2. Assuming you are on the air at all times
  3. Maintaining a positive attitude
  4. Using humor when appropriate
- 5-6. Which of the following individuals is usually the center of attention at a news conference?
1. The senior JO
  2. The PAO
  3. The XO
  4. The CO
- 5-7. Preparing an individual for a news conference is best accomplished by using what method?
1. Holding a formal command meeting attended by senior personnel
  2. Conducting a "murder board"
  3. Holding training using *PA Regs* as the primary guide
  4. Conducting a mock news conference using easy-to-answer questions
- 5-8. When you select the location of a press conference, what are the two primary concerns
1. Availability and accessibility
  2. Aesthetics and availability
  3. Operational security and availability
  4. Accessibility and operational security

- 5-9. When selecting the visual background for a news conference, you should follow which of the following rules?
1. Choose colors with geometric patterns for the best visual effect
  2. Choose materials that reflect light and are the same colors as Navy uniforms
  3. Choose colors that contrast favorably with Navy uniforms and avoid distracting backgrounds
  4. Choose materials that have been preapproved by CHINFO and avoid geometric patterns
- 5-10. Which of the following individuals usually assumes the role of news conference moderator?
1. The senior JO
  2. The PAO
  3. The CO
  4. The area coordinator
- 5-11. The news conference moderator is usually responsible for all except which of the following tasks?
1. Establishing ground rules
  2. Closing the news conference
  3. Making the principal statement
  4. Conducting the question and answer period
- 5-12. Embarks involving national media must be approved by what individual?
1. CHINFO
  2. SECNAV
  3. CNO
  4. ACNO (Undersea Warfare)
- 5-13. The purpose of the media embark predeparture briefing is to allow reporters to do which of the following things?
1. Meet the CO and other important people
  2. Get answers to preliminary questions
  3. Both 1 and 2 above
  4. Obtain basic knowledge of damage control equipment
- 5-14. Justin Case, a local newspaper reporter and a retired JO1, is embarked aboard your ship. If feasible, he should receive the same wardroom and berthing privileges given to what naval officer?
1. Lieutenant
  2. Lieutenant commander
  3. Commander
  4. Captain
- 5-15. What method is the most effective to inform the crew about a media embark?
1. Word-of-mouth
  2. LMC
  3. Quarters
  4. Plan of the Day
- 5-16. A JO1 decides to market a story to several publications not officially affiliated with the Navy. Before mailing the story, he should take what action, if any?
1. Chop the story through the most senior PAO in the region
  2. Coordinate the release with the nearest NAVINFO
  3. Call the CHINFO media relations division for detailed guidance
  4. None

- 5-17. Which of the following functions is NOT performed by the six NAVINFOS?
1. Supplying print and broadcast features to internal command media
  2. Providing videotapes and graphics to the media
  3. Arranging media visits to ships and stations
  4. Providing research assistance to the media
- 5-18. NAVPACENs in Norfolk and San Diego place special emphasis on marketing (a) what type of story to (b) what specific medium?
1. (a) Expanded hard news  
(b) wire services
  2. (a) Extended human interest  
(b) newspapers
  3. (a) Expanded photo features  
(b) hometown newspapers
  4. (a) Extended sports  
(b) television stations
- 5-19. Which, if any, of the following stories will *All Hands* accept from the fleet?
1. Reenlistment
  2. Homeowner
  3. Change of command
  4. None of the above
- 5-20. During a conflict or war, tension between the Navy and the media can result from the Navy's taking which of the following actions?
1. Restricting information because of security considerations
  2. Releasing too much information at one time because of propriety concerns
  3. Releasing too much follow-up information on generic topics
  4. Restricting informations because of policy restrictions
- 5-21. The size of a news media pool is normally determined by which of the following factors?
1. The size of the event and the availability of host unit billeting
  2. The accessibility of area coordinator funds and the availability of host unit billeting
  3. The number of available seats and baggage capacity of ground or air transportation, and the availability of host unit billeting
  4. The size of the event and the availability of the host unit ground or air transportation
- 5-22. The movements of all reporters and photographers in a media pool must be controlled tightly so that all information is accessed fairly.
1. True
  2. False
- 5-23. Establishing credibility with the media can be done in which of the following ways?
1. By getting to know the reporters personally and winning their confidence
  2. By attending the same social functions as reporters
  3. By knowing the command and Navy public affairs inside and out
  4. By being firm but fair in your news dissemination approach
- 5-24. In dealing with the media, the senior 30 should meet all except which of the following conditions?
1. Being available at all hours
  2. Answering a reporter's question with speculation
  3. Knowing the individuals who work in the media
  4. Telling the truth at all times

- 5-25. What is the basis of a good community relations (COMREL) program?
1. Frequent and interesting releases to the media
  2. A good CO and PAO
  3. Participation by Navy personnel in community affairs
  4. A good command with concern for community welfare and a program designed to earn public acceptance
- 5-26. Normally, a CO delegates the responsibility for planning and maintaining a community relations program to which of the following individuals?
1. The XO
  2. The operations officer
  3. The family services officer
  4. The PAO
- 5-27. Which of the following is NOT an objective of a community relations program?
1. To earn public acceptance and understanding
  2. To evaluate public attitudes
  3. To separate community relations from public affairs
  4. To identify the military mission with the public interest
- 5-28. Civilian companies which are understood and accepted by a community have identified practices that tend to assure effective community relations. Which of the following is NOT included among these practices?
1. Behaving like a good neighbor
  2. Telling the community about itself
  3. Maintaining a modest and reserved attitude about its value to the community
  4. Telling its employees about the planned community relations program it has
- 5-29. In what way can the Navy benefit from a good community relations program?
1. Better recruiting
  2. Higher esteem in the community where Navy personnel live and work
  3. Increased support for the Navy's mission
  4. All of the above
- 5-30. Planning and implementing the DoD community relations program are responsibilities delegated to which of the following individuals?
1. SECDEF
  2. ASD(PA)
  3. CHINFO
  4. DIRPA
- 5-31. The responsibility of putting positive emphasis on the importance of good community relations in the execution of his mission belongs to which of the following individuals?
1. PAO
  2. XO
  3. CO
  4. All of the above
- 5-32. Which of the following groups is an external public in a community relations program?
1. Families of U.S. Naval Academy midshipmen
  2. Retired Navy personnel
  3. Career civilian employees of the Navy
  4. Members of Congress
- 5-33. The namesake ship program is designed to generate positive community relations at which of the following levels?
1. State
  2. National
  3. Both 1 and 2 above
  4. International

- 5-34. The base-community council should include which of the following individuals in its membership?
1. Interested citizens
  2. Key civic leaders
  3. Senior command petty officers
  4. Public affairs office staff personnel
- 5-35. Which of the following complaints can be classed as requiring remedial action?
1. Navy personnel are unable to receive adequate services in the local community
  2. Prices of commodities in the local community are too high for Navy personnel
  3. Navy drivers fail to heed a special speed zone near an elementary school
  4. Housing for Navy personnel in the local community is inadequate
- 5-36. A remedial community relations program is often referred to as a "fire prevention" program.
1. True
  2. False
- 5-37. Basic DoD community relations policy is contained in which of the following DoD directives?
1. 5410.18
  2. 5320.44A
  3. 5400.19
  4. 5411.18
- 5-38. Policies for planning and conducting Navy community relations programs and rating participating in public events are based on which of the following factors?
1. Practical experience
  2. Executive order
  3. Public law
  4. Each of the above
- 5-39. Establishing policy on military participation in public events is determined by all except which of the following factors?
1. Practical experience
  2. Public law
  3. Educational level
  4. Navy regulations
- 5-40. When, if ever, may a Navy command endorse a specific religious group as part of a community relations program?
1. When the religious group is represented in the base-community council
  2. When key command personnel are affiliated with the religious group
  3. When an in-depth evaluation reveals that endorsement is in the best interest of the command
  4. Never
- 5-41. Which of the following is NOT one of the four basic stages. in developing a community relations program?
1. Funding
  2. Fact finding
  3. Communication
  4. Evaluation
- 5-42. Common interests between a command and the local community can be identified by using which of the following processes?
1. Communication
  2. Evaluation
  3. Fact finding
  4. Funding

- 5-43. The disorderly conduct of Naval Air Station Foley personnel while on liberty in town causes tension between the command and the local community. If the PAO ignores this problem, which of the following results is likely to occur?
1. Mass civil unrest
  2. Antimilitary demonstrations
  3. Congressional action
  4. Both 2 and 3 above
- 5-44. Which of the following community-provided amenities is/are most important to Navy personnel and their dependents?
1. Abundant goods and services
  2. Adequate, reasonably priced housing
  3. Low-cost public transportation
  4. Plentiful, reasonably priced restaurants and bars
- 5-45. Which of the following community power structures is the easiest to determine?
1. Formal political
  2. Economic
  3. Social
  4. Both 2 and 3 above
- 5-46. Which of the following groups is NOT considered a type of leader in the informal power structure of a local community?
1. Decision makers
  2. Influential
  3. Elected officials
  4. Opinion leaders
- 5-47. What will probably be your most feasible source of information about the attitudes of local citizens toward a naval air station and how these attitudes are formed?
1. An attitude survey constructed by the public affairs staff
  2. A professional survey constructed by CHINFO
  3. A detailed examination of a variety of published materials
  4. An interview with the opinion leaders for information
- 5-48. You should give special attention to spotting existing and potential problems in community relations by taking which of the following actions?
1. Reviewing correspondence from time to time
  2. Noting remarks made in formal and informal contacts with local civilians
  3. Noting remarks made in staff meetings
  4. All of the above
- 5-49. You should establish a community survey file in the COMREL section of the public affairs office for which of the following reasons?
1. To provide the CO with detailed community demographic information
  2. To provide community information used daily by the public affairs office staff
  3. To provide important community information to newly reporting officers and their families
  4. To provide community information needed by the media during visits and embarks
- 5-50. In an overseas location, the community survey file of a command should be developed with the assistance of which of the following organizations?
1. Department of Overseas affairs
  2. Department of Foreign Relations
  3. U.S. Information Service
  4. U.S. Government Information Agency
- 5-51. In reviewing your community survey file, you discover it is grossly out of date. You may update your file by conducting research in which of the following locations?
1. Local chamber of commerce
  2. City comptroller's office
  3. Both 1 and 2 above
  4. City tourism office

- 5-52. After the PAO and his staff have collected all the essential information about a community, what is the next step in developing a community relations program?
1. To analyze the data for meaning and relevance
  2. To make the data available for use in speeches and reports
  3. To formulate the objectives of the community relations program
  4. To formulate courses of action to take to carry out the program
- 5-53. Before you plan a special event in a very conservative South Florida community, you should examine which of the following community segments?
1. Peculiarities of local dress
  2. Level of public interest in education and the arts
  3. Acceptance of the Navy
  4. All of the above
- 5-54. What factor is recommended the most to motivate interaction between a Navy base and the community?
1. Declaration of the internal budgetary situation of the base
  2. Determination of the on-base jobs filled by local civilians
  3. Recognition of the mutual interests between the base and the community
  4. Recognition of those individuals involved in past community relations programs
- 5-55. In evaluating your community relations efforts, you should take which of the following actions?
1. Get acquainted with the public affairs staffs of area military organizations
  2. Learn the chain of command of the local government
  3. Both 1 and 2 above
  4. Gain an understanding of the departments and functions of the base-community council
- 5-56. The first draft of a proposed community relations program should cover all except which of the following areas?
1. Specific base-community council assignments made by the CO and PAO
  2. A statement of objectives with a tentative schedule of activities and projects
  3. A statement of policy based on guidelines from higher authority
  4. Specific delegations of authority for community relations activities
- 5-57. Assume you are working in a relatively small public affairs office with insufficient resources to conduct a full-scale community relations program. You should start with which of the following program elements?
1. A practical station newspaper and a speakers bureau
  2. An aggressive public visitation program
  3. A functional station library
  4. All of the above
- 5-58. What is the goal of the "communication" segment of community relations program development?
1. To reach as many publics as possible
  2. To give a complete picture of the Plan to all Navy personnel in the command
  3. To explain the plan to those who are affected and whose help is essential
  4. To get criticism and suggestions from all hands before a program is put into operation

- 5-59. Before the draft of a proposed community relations program is submitted to the commander or CO for approval, it should be reviewed by which of the following individuals?
1. Chief of staff or XO
  2. Operations or administrative officers
  3. Flag secretary or administrative officer
  4. Senior PAO in the area or his assistant
- 5-60. After a community relations program is officially adopted, you should make it a team effort by taking which of the following actions?
1. Giving the basic program information and the reasons behind it to all command members
  2. Asking the CO to explain the program to all command personnel assigned to the base-community council
  3. Both a 1 and 2 above
  4. Giving the basic program information and the reasons behind it to all department heads and division officers
- 5-61. You can select the proper communication channel to reach a specific public in your community by taking which of the following actions?
1. Asking the local newspaper publisher
  2. Asking the president of the local chamber of commerce
  3. Looking up the facts you collected and analyzed in your community survey
  4. Researching the available communication channels in the local press register
- 5-62. Evaluating, the final segment in community relations program development, ties back to what other segment, if any?
1. Planning
  2. Communicating
  3. Fact finding
  4. None
- 5-63. Evaluating should accomplish which of the following goals?
1. Measure results against objectives
  2. Measure results against the past histories of community relations programs
  3. Measure successes against failures
  4. Measure weak spots against strengths
- 5-64. A special event, from the public affairs point of view, may be characterized in which of the following ways?
1. As an official ceremony
  2. As planned news for a specific purpose
  3. As an adverse incident reported according to prescribed standards
  4. As an event conducted to benefit the community
- 5-65. Special events in which Navy participation is authorized are described in which of the following references?
1. *Navy Regulations*
  2. *PA Regs*
  3. *BUPERS Manual*
  4. *Special Event Manual*
- 5-66. A military flyover in the public domain must be approved by which of the following individuals?
1. CHINFO
  2. CNO
  3. SECNAV
  4. ASC(PA)



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|----|---|
| A. | Internal                                |
| B. | Community                               |
| C. | Regional, National and<br>International |
| D. | Special                                 |

Figure 1

IN ANSWERING QUESTIONS 5-67 THROUGH 5-73, SELECT THE PUBLIC IN FIGURE 1 THAT FITS THE SPECIAL EVENT DESCRIPTION USED AS THE QUESTION. RESPONSES IN FIGURE 1 MAY BE USED MORE THAN ONCE.

5-67. An awards ceremony at the base:

1. A
2. B
3. C
4. D

5-68. A program conducted for the Navy League:

1. A
2. B
3. C
4. D

5-69. Navy participation in a parade:

1. A
2. B
3. C
4. D

5-70. A launching ceremony of a ship:

1. A
2. B
3. C
4. D

5-71. An allied exercise:

1. A
2. B
3. C
4. D

5-72. A demonstration at a conference of oceanographers:

1. A
2. B
3. C
4. D

5-73. A dedication of a new building on base:

1. A
2. B
3. C
4. D

5-74. Under which of the following circumstances would operational plans be modified in favor of public affairs objectives?

1. When a guest cruise is being combined with a training exercise
2. When a fleet exercise is being combined with a demonstration for VIP civilians
3. Where a U.S. Senator desires to attend an awards ceremony aboard a destroyer
4. When a U.S. Representative has asked for Navy participation in a Fourth of July parade

5-75. What is the first step in planning a special event?

1. Considering the facilities you have at your disposal
2. Deciding what you are going to do and why
3. Determining the logistic support available
4. Deciding how you will supervise the event